

WHAT IS CLAIMED IS:

1. A method comprising:
 - displaying at least two marks as activation mechanisms for a print-shopping-list command; and
 - determining relative consumer awareness of the at least two marks by maintaining an accounting of the number of times each of the at least two marks is activated.
2. The method of Claim 1, wherein said determining relative consumer awareness of the at least two marks by maintaining an accounting of the number of times each of the at least two marks is activated further comprises:
 - determining a frequency of selection of at least a first mark relative to a frequency of selection of at least a second mark.
3. The method of Claim 1, wherein said determining relative consumer awareness of the at least two marks by maintaining an accounting of the number of times each of the at least two marks is activated further comprises:
 - saving at least one record of two or more marks displayed to a user; and
 - saving a designation of which mark the user selected from the two or more marks displayed to the user.
4. The method of Claim 1, wherein each of the at least two marks may be either a service mark or a trade mark.
5. The method of Claim 1, wherein said displaying at least two marks as activation mechanisms for a print-shopping-list command further includes:

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displaying a generic shopping list having at least one product icon.

6. The method of Claim 1, wherein said determining relative consumer awareness of the at least two marks by maintaining a statistical accounting of the number of times each of the at least two marks is activated further comprises: associating an enticement to activate a mark with the at least two marks.

7. The method of Claim 6, wherein said associating an enticement to activate a mark with the at least two marks includes: associating a profit-sensitive giveaway with at least one of the at least two marks.

8. The method of Claim 7, wherein said associating a profit-sensitive giveaway with at least one of the at least two marks further comprises: comparing a net profit against a net-profit threshold; comparing a cost of the giveaway against the net profit when the net-profit exceeds the net-profit threshold; and activating the profit-sensitive giveaway when said comparing shows that the net profit exceeds the cost of the giveaway by a predefined multiple.

9. The method of Claim 8, wherein said comparing a cost of the giveaway against the net profit when the net-profit exceeds the net-profit threshold further includes: comparing a cost of an average grocery purchase against the net profit.

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10. The method of Claim 8, wherein said comparing a cost of the giveaway against the net profit when the net-profit exceeds the net-profit threshold further includes:

comparing a cost of new automobile against the net profit.

11. The method of Claim 8, wherein said activating the profit-sensitive giveaway when said comparing shows that the net profit exceeds the cost of the giveaway by a predefined multiple further includes:

comparing an identity of a retailer where a rebate vehicle is scanned against a list of having at least one giveaway participant; and
deactivating the profit sensitive giveaway when the retailer where the rebate vehicle is scanned is not on the list of having at least one giveaway participant.

12. The method of Claim 11, wherein said comparing an identity of a retailer where a rebate vehicle is scanned against a list of giveaway participants further includes:

comparing a rebate-form secret bar code against a list having at least one secret bar code associated with at least having at least one giveaway participant.

13. The method of Claim 8, wherein said activating the profit-sensitive giveaway when said comparing shows that the net profit exceeds the cost of the giveaway by a predefined multiple further includes:

printing a rebate vehicle which, when scanned, causes the giveaway to occur.

14. The method of Claim 13, wherein said printing a
rebate vehicle which, when scanned, causes the giveaway to
occur further includes:
printing a bar code which, when scanned, causes the
giveaway to occur.

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1 15. A method for determining relative consumer awareness
2 of at least two marks, said method comprising:
3 accepting user input specifying at least two marks; and
4 recalling an accounting of past activations of the at
5 least two marks to determine frequency of selection
6 of one of the at least two marks relative to another
7 of the at least two marks.

1 16. The method of Claim 15, wherein said accepting user
2 input specifying at least two marks further includes:
3 accepting user input specifying at least two marks via a
4 graphical user interface.

1 17. The method of Claim 15, wherein said recalling an
2 accounting of past activations of the at least two marks to
3 determine frequency of selection of one of the at least two
4 marks relative to another of the at least two marks further
5 includes:
6 determining the frequency of selection of one of the at
7 least two marks relative to another of the at least
8 two mark using statistical methods.

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1 18. A system comprising:
2 means for displaying at least two marks as activation
3 mechanisms for a print-shopping-list command; and
4 means for determining relative consumer awareness of the
5 at least two marks by maintaining an accounting of
6 the number of times each of the at least two marks
7 is activated.

1 19. The system of Claim 18, wherein said determining
2 relative consumer awareness of the at least two marks by
3 maintaining an accounting of the number of times each of the
4 at least two marks is activated further comprises:
5 means for determining a frequency of selection of at
6 least a first mark relative to a frequency of
7 selection of at least a second mark.

1 20. The system of Claim 18, wherein said means for
2 determining relative consumer awareness of the at least two
3 marks by maintaining an accounting of the number of times each
4 of the at least two marks is activated further comprises:
5 means for saving at least one record of two or more marks
6 displayed to a user; and
7 means for saving a designation of which mark the user
8 selected from the two or more marks displayed to the
9 user.

1 21. The system of Claim 18, wherein each of the at least
2 two marks may be either a service mark or a trade mark.

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1 22. The system of Claim 18, wherein said means for
2 displaying at least two marks as activation mechanisms for a
3 print-shopping-list command further includes:

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means for displaying a generic shopping list having at least one product icon.

23. The system of Claim 18, wherein said means for determining relative consumer awareness of the at least two marks by maintaining a statistical accounting of the number of times each of the at least two marks is activated further comprises:

means for associating an enticement to activate a mark with the at least two marks.

24. The system of Claim 23, wherein said means for associating an enticement to activate a mark with the at least two marks includes:

means for associating a profit-sensitive giveaway with at least one of the at least two marks.

25. The system of Claim 24 wherein said means for associating a profit-sensitive giveaway with at least one of the at least two marks further comprises:

means for comparing a net profit against a net-profit threshold;

means for comparing a cost of the giveaway against the net profit when the net-profit exceeds the net-profit threshold; and

means for activating the profit-sensitive giveaway when said comparing shows that the net profit exceeds the cost of the giveaway by a predefined multiple.

26. The system of Claim 25, wherein said means for comparing a cost of the giveaway against the net profit when the net-profit exceeds the net-profit threshold further includes:

means for comparing a cost of an average grocery purchase against the net profit.

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27. The system of Claim 25, wherein said means for comparing a cost of the giveaway against the net profit when the net-profit exceeds the net-profit threshold further includes:

means for comparing a cost of new automobile against the net profit.

28. The system of Claim 25, wherein said means for activating the profit-sensitive giveaway when said comparing shows that the net profit exceeds the cost of the giveaway by a predefined multiple further includes:

means for comparing an identity of a retailer where a rebate vehicle is scanned against a list of having at least one giveaway participant; and

means for deactivating the profit sensitive giveaway when the retailer where the rebate vehicle is scanned is not on the list of having at least one giveaway participant.

29. The system of Claim 28, wherein said means for comparing an identity of a retailer where a rebate vehicle is scanned against a list of giveaway participants further includes:

means for comparing a rebate-form secret bar code against a list having at least one secret bar code associated with at least having at least one giveaway participant.

30. The system of Claim 25, wherein said means for activating the profit-sensitive giveaway when said comparing shows that the net profit exceeds the cost of the giveaway by a predefined multiple further includes:

means for printing a rebate vehicle which, when scanned, causes the giveaway to occur.

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31. The system of Claim 30, wherein said means for
printing a rebate vehicle which, when scanned, causes the
giveaway to occur further includes:
means for printing a bar code which, when scanned, causes
the giveaway to occur.

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1 32. A system for determining relative consumer awareness
2 of at least two marks, said system comprising:
3 means for accepting user input specifying at least two
4 marks; and
5 means for recalling an accounting of past activations of
6 the at least two marks to determine frequency of
7 selection of one of the at least two marks relative
8 to another of the at least two marks.

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1 33. The system of Claim 32, wherein said means for
2 accepting user input specifying at least two marks further
3 includes:
4 means for accepting user input specifying at least two
5 marks via a graphical user interface.

1 34. The system of Claim 32, wherein said means for
2 recalling an accounting of past activations of the at least
3 two marks to determine frequency of selection of one of the at
4 least two marks relative to another of the at least two marks
5 further includes:
6 means for determining the frequency of selection of one
7 of the at least two marks relative to another of the
8 at least two mark using statistical methods...

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